



CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
 What We Think, Others Don't  
 NAAC RE-ACCREDITED "A"

# Drive—E-Newsletter

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**DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.**

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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**VISION:** To contribute to the societal enrichment through quality education, innovation and value augmentation.

**MISSION:** To build up a competitive edge amongst the students by fostering a stimulating learning environment.

**DREAM:** To establish a unique identity in the emerging global village.

### GOALS:

- ◆ To focus on integral development of students.
- ◆ To offer courses and programs in tune with changing trends in the society as a whole.
- ◆ To update the curriculum as per the need of the business and industry.
- ◆ To create unique identity in the educational world at the national as well as international level.
- ◆ To institutionalize quality in imparting education.
- ◆ To incorporate innovations on a continuous basis in the entire process of education at institutional level.
- ◆ To create platform for the students for exhibiting their talent and for development of their potentials.
- ◆ To generate stimulating learning environment for students as well as teachers.
- ◆ To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.



Vibrant  
 &  
 Vivacious  
**SEMCOM**



**“What We think, Others Don’t”.**

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**What We Think, Others Don't**

**From the Desk of Chief Editor**

Dear Readers, Greetings !!



You will be happy to know that with revised format, DRIVE is getting momentum and becoming more popular among students. We have been receiving enthusiastic participation from students and alumni as well.

This issue in particular presents before you columns from SEMCOM teachers and students. The issue presents worth noting reflections on Branding, product positioning and Unique Sales Proposition which are the key pillars of marketing strategy contributing to product success. Another article presents the view point of speaking abilities as one of the fundamentally significant strategies for correspondence; also is an essential piece of second language learning and educating. The issue also has a brief review on Ethical Accounting—in the wake of corporate misdeeds and greed that brought about the governmental bailout of several banks, there is more stress than ever on ethical accounting.

SEMCOM Updates, as usual showcases the events that have taken place in the month. We are sure you will like this issue and hope for your continuous contribution.

Please send your comments, suggestions and contribution to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

**Dr. Waheeda Thomas**





**SEMCOM Updates****Best Business Idea Contest—BBIC**

Flagship Institute of Charutar Vidya Mandal, SEMCOM organized AAKAR - ELECON Best Business Idea Contest (BBIC) on 27<sup>th</sup> January, 2020. The dais was graced by Shri Mehul D. Patel, Honorary Joint Secretary, Charutar Vidya Mandal as the President of the function, and Mr. Mukul Dwivedi, Executive Director, EIMCO ELECON Ltd as The Guest of Honor.

Dr. Waheeda Thomas, Principal, SEMCOM introduced and welcomed the gathering. Shri Mehulbhai Patel has encouraged students with the practical examples, he also emphasized students to create win-win situation in life. Shri Mukul Dwivedi motivated the students to become entrepreneurs and reached at the global level. He guided the students to lead a powerful life with purposes to become successful. Dr. Yashasvi Rajpara coordinator of BBIC presented a brief report on BBIC 2019-20 in which he mentioned that all the participants were given 60 hours guidance through workshops by eminent experts from various fields. Dr. Komal Mistry coordinator of BBIC proposed a vote of thanks at the end of the function. 271 students registered and 111 students are selected for final presentation of their business ideas. The students have presented their business ideas namely ATIKA, POHA WALA, CODE GREEN, Bakeen's, WRM, WEEDCORP, Wakeup Tea House, Beacon, BOUNCE, Virtuorium, cAIRe, Spectro Link, GREENTIC, WINDIES, HUNGRY FOR JUNK, PACKCURE, Algo World. There were 17 business plans ready with the prototypes waiting for investors rolling out in the market. Business Ideas led by Rajvi Tapiawala, Luv Bhagvani, Saurabh Patel were declared winners of ELECON Best Business Idea Award by jury members.



**SEMCOM Updates****TechnoFEST**

SEMCOM organized Technofest 2020 – Information Technology competition on 31st January 2020. Main objective behind organizing such competition was to increase awareness amongst students about latest technological trend in IT arena and required skill in fastest developing IT industry. Around 130 students from various colleges participated in events like Debug the bugs (Debuggerking), Best Website Designer (Webguru), SQL Query (uerycatcher) and IT Quiz (IT Master). Event was successfully organized by event coordinators Ms. Ami D. Trivedi and Dr. Yogesh Patel.under able guidance of principal Dr. Waheeda Thomas.





### SEMCOM Updates

### SPL Glimpse



## My Voice

Sunil Chaudhary

### *Marketing and Product Success*

In the global economy of today, where brands are becoming commodities, consumer brand preference and brand loyalty is on decline and consumer brand loyalty has become the talk of the past, marketers are faced with insurmountable challenges in marketing their market offerings. Market Segmentation, Market Targeting, Market Positioning, Niche Marketing, Customized Marketing and Unique Sales Proposition hold the key for the future product, brand, market and corporate success. Innovate or perish, survival of the fittest and the fastest, consumer is the king sums up business and marketing mantra for future corporate marketing and brand success.

Branding, product positioning and Unique Sales Proposition are the key pillars of marketing strategy contributing to product success. Brand must be differentiated from rival market offerings in terms of quality, features, style, durability, and other attributes depending on the nature of the product. Brand in nutshell must create superior value for the consumer(s) with the integrated efforts of entire supply chain and excellent customer relationship management practices.

In a highly fragmented market with consumers having varied wants and demand, mass customization is becoming the order of the day with the right assistance from digital marketing. Electronic Commerce is now paving way for Mobile Commerce, as varied products are available on M-Commerce platform be it groceries, medicines, fast moving consumer goods, durable products, non-durable products, services be it banking, insurance, travel & tourism, hospitality, education, information, medication, entertainment to mention a few is only a click away. Business to Consumer, Business to Business, Consumer to Consumer E-Commerce transaction to mention a few is on rise. Information Technology is playing a key role in each and every business activities, functions, processes and transactions be it supply chain management, customer relationship management, management information system, human resource management, operations management, financial management, strategic management to mention a few.





## My Voice

In a highly commoditized market with most market offerings highly similar in terms of value to consumers, marketers are vying for meaningful real product differentiator, also called unique sales proposition which can also be consumer benefits to gain consumer brand preference, brand insistence and brand loyalty. Marketing is fast moving towards selling tangible and intangible product benefits. Experiential Marketing is prevalent in developed economies and has started spreading its wings in the developing economies. Gone are the days of seller's market, as in today's globally competitive markets, market success largely rests on consumer satisfaction and consumer long term welfare, characterized by modern marketing concept and societal marketing concept. Sustainable Development, Ecological Ethics, Green Marketing, Environment friendly marketing and business practices are gaining more prominence as there is greater concern for environment protection and environment management amongst the global community.

Innovate or Perish, New Product Development, modifying marketing strategies in the different stages of the product life cycle, creating, communicating and delivering superior consumer value is imperative in boom period and in business period characterized by economic recession. A pinch of salt makes food delicious and a strategy of product differentiator creating superior consumer value is what separates successful market offering(s) from the rest of the market offerings also called commodities. A brand which cannot create brand preference, brand insistence and brand loyalty ceases to have benefits associated with brand and branding be it superior brand equity, protection against price competition, brand preference, higher sales and more profits.



## *Importance of Speaking Skills*

Ms Foram Patel



Why the significance of talking aptitudes? While an image might merit a thousand words, those words will not uncertainty prove to be useful if the image is mutilated or inadequately comprehended. All things considered, the best method to convey is through discourse. In this manner, talking abilities are a funda-



mentally significant strategy for correspondence.

The four language aptitudes of tuning in, talking, perusing, and composing are altogether interconnected. Capability in every expertise is important to turn into a balanced communicator; however the capacity to talk ably furnishes the speaker with a few particular favorable circumstances. The ability to assemble words in a significant manner to reflect contemplations, suppositions, and sentiments furnishes the speaker with these significant favorable circumstances:

***Capacity to educate, convince, and direct.*** Business chiefs, teachers, military pioneers, legal advisors, and government officials, among others, try to build up their talking abilities so that they are changed into ace communicators. Talking unhesitatingly can pick up the consideration of a crowd of people, giving the brilliant chance to the speaker to make the message known. Insightful is the speaker who gains and afterward holds the consideration of a crowd of people, with well-picked words in a well-conveyed introduction, framing a message that is successful, instructive, and comprehended.

***Capacity to stand apart from the rest.*** At the point when one considers talking abilities, one will in general consider it a typical aptitude. Reconsider. The capacity to remain before others and talk adequately isn't a normal capacity. Numerous individuals are dreadful scared of open talking; others have little capacity to shape contemplations into sentences and afterward convey those words in an acceptable manner. Fortunately a speaker whose abilities are sharpened and created with steady application and difficult work can stick out.



**Capacity to profit subordinately.** Well-created verbal abilities can build one's exchange aptitudes. Fearlessness is improved. A developing feeling of solace originates from talking before bigger and bigger crowds. Notoriety for greatness in talking can gather after some time, in this way bestowing a specific validity to the speaker.

**Vocation upgrade.** Businesses have constantly esteemed the capacity to talk well. It is, and consistently will be, a significant aptitude, and definitely justified even despite the exertion in completely creating.

**Individual fulfillment.** Speakers who have encountered an association with a grateful crowd through a well-made and well-conveyed introduction frequently locate a profound degree of satisfaction that is only sometimes accomplished in different types of correspondence. The typical feeling of apprehensive pressure can offer approach to sentiments of achievement and abundance when a group of people communicates its outward gratefulness to a speaker. It's a prize, of sorts, for all the difficult work and readiness that goes into sharpening your abilities.

Speaking aptitudes are significant for vocation achievement, yet absolutely not constrained to one's expert yearnings. Speaking is an essential piece of second language learning and educating. In spite of its significance, for a long time, instructing talking has been underestimated and English language instructors have kept on showing talking similarly as a redundancy of drills or retention of exchanges.

In any case, the present world necessitates that the objective of instructing talking should improve understudies' informative abilities, in light of the fact that, just in that way, understudies can convey what needs be and figure out how to keep the social and social principles fitting in each open condition, along these lines, later educational research on encouraging understudies discussion has given a few parameters to creating destinations and procedures.



## Accounting Aura

### Conceptual Dimension of Ethical Accounting

Dr. Khyati Patel



#### What is Ethical Accounting?

In the wake of corporate misdeeds and greed that brought about the governmental bailout of several banks, there is more stress than ever on ethical accounting. You may not have given much thought to the subject, but if you take your taxes to a professional to have them done, you rely on the ethics of an accountant. You depend upon his honesty and accuracy to ensure not only that you pay only the taxes that you owe, but that your data is secured and treated confidentially.

#### What is meant by Ethics?

The term ethics derives from the Greek ethos, or morals. Our morals are the values that guide us as we interact with others. According to an article on [clmaglobal.org](http://clmaglobal.org), these values are seen at an individual level, a societal level and on a professional level, according to Chartered Institute of Management Accountants. We cannot reckon on a person's ethics to always guide him in making the right choices, however, and most occupations have accepted a code of ethics, or a written statement of accepted deeds. This is especially correct when we move to societal ethics when we have input from diverse cultures. On a professional level, a code of ethics delivers a structure for decision making. It does not always provide the answer to a predicament.

#### How Does this Apply to Accounting?

Accounting, by its nature, involves clients placing faith in an individual. That trust includes the sense that the accountant does not distort his skill, that he works in the best interest of his clients and that there is an honor of information. People make financial decisions based on the regulation given them by their accountants, and those decisions affect businesses that interface with larger corporations and that eventually interact on an international scale. In other words, decisions made on the guidance of an accountant could impact the inclusive economy. An accountant's lack of ethics may ruin many people monetarily.

#### Is Ethics a Problem in Accounting?

Ethics may not be a tricky, but it is a question. The Enron event that sent people to custodial over negligent ethics is one example. Again, ethical problems arise from the nature of the profession. There will always be greed. Some people see financial fraud as a white collar "victimless" crime, according to the Houston Chronicle. No one has to break into a home or business; no one is robbed at gunpoint. Accountants with pitiable ethics can "cook the books" to scan a bit off the top for themselves. Another possible purpose for ethics ruins may be unawareness. Guidelines are compound and regulations change frequently; those that govern things like insider trading may be misinterpreted.





Student Corner Annugya (TYBCA –Semester VI)

From ME to MYSELF

“Life is a saga full of surprises and Discoveries.”



On this note, I would like to share my experiences at this institution. From standing all alone in one corner of the building, to addressing you all today, the journey in SEMCOM has been mesmerizing. From seeing everyone participate in the events to being the part of almost every event; I grew up here in the most magnificent atmosphere of my life as a student of the college. From days of struggle to winning every battle of war, what this college has taught me is tolerance at its best, perseverance to the fullest and determination with courage.

At the dawn of my college days, I started to count when it will end. But the numbers were forgotten as the emotions took place of impatience. Memories, are the ones that are left behind, but today I will take this opportunity to take memories far beyond. SEMCOM has given me the platform that no-one else could have given, through participation in various events like Youth Festival, Volcano ,Green Business, to being the CEO of Thinking Hats etc. I wish you all a good luck for the future and I am indebted to the college for enlightening ME from MYSELF. Thank You.





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## What We Think, Others Don't

**Your contribution in the form of following are invited for publication.** All write-ups received will be published after the approval of Editorial Team and Plagiarism Check.

1. Case Studies or Success Stories
2. FAQs (Subject, Process, student relation) / Instructions or How-To do
3. A Column (Expert's content)
4. A Survey Invitation – and Results infograph
5. Blog reviews
6. Industry News
8. Comments on Letter from the CEO, President, Founder, of a company.
10. Growth and Developmental Issues
11. Seasonal Advice
12. Announce Upcoming Events
13. Event Description
14. Checklists, Anything with Numbers and Statistical
15. Interview extracts of prominent personalities
16. Advanced Resources for business/ education
17. Product Reviews
18. Industry / Sector Predictions / Upcoming Trends
19. Quotations and your wisdom
20. Tips on environment protection/ Ecology conservation
21. Excerpts from Your Social Media
22. Anything on Sports World
23. Technological Advancements

**You are requested to send your article to [drive@semcom.ac.in](mailto:drive@semcom.ac.in)**

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